

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
July 13, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Carol Massie, Secretary, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Craig Donahue, The Donahue Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Absent

Charles Eberly, The Eberly Company
Kitty Gordillo, Hollywood Wilshire YMCA
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Zachary Eaton, Space 1520

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 5:15 p.m.

2. Public Comment

Prior to the meeting Josh Williams and Tim McLarney of BW and True North Research presented to the board some of the findings from the Demographic Research study.

Leron Gubler informed the board of a motion that was proposed today in LA City Council by Council President Garcetti asking for the complete ban of super graphics from buildings and developments in Hollywood. Kelly Bernard is scheduled to meet with the Chamber

to discuss the motion in greater detail. Gubler encouraged board members to write letters to Council President Garcetti and the Planning Commission, as the motion will go before the commission on July 22.

3. Approval of Board Minutes

It was moved by Carol Massie, seconded by Richard Falzone and CARRIED to approve the minutes from the Board's June 8, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Gallagher went over the financials with the board. Gallagher mentioned that additional money had been received from the city, which included some delinquencies dollars from 2009 that were recently paid. The current delinquency rate for the year is at 1.1%

It was moved by Michael Pogorzelski, seconded by Craig Donahue and CARRIED to approve the Treasurer's Report from June 30, 2010. Unanimously approved.

5. Committee and Program Reports

A. Marketing Committee

1. General Discussion on Survey Results: Morrison informed the board that she would put on next month's agenda an item where the board could discuss and review the results from the Demographic Research update.

2. Visitor's Guide: Devin Strecker reported that this year's Hollywood Visitor's Guide and Map has seen a limited amount of participation from Sunset and Vine businesses. Morrison said that in the next version, a discussion will be had as to whether Sunset businesses see themselves benefitting from a Hollywood Visitor's Map. The Sunset extension was created as a courtesy to Sunset businesses. Additionally the staff is looking into having the Sunset logo placed on the map for maps that will be placed in kiosks along Sunset Boulevard.

B. Streetscape Committee

1. Outreach to Chase Bank: Sarah MacPherson reported that staff is reaching out to Chase Executives to determine if it would be feasible to partner with them to create a "public patio" in the area surrounding the Chase Fountain.

2. Tree Planting: MacPherson informed the board that the Hollywood BID's Side and Backstreets tree planting project would be starting in the next few days. While conducting a walk-through for the project MacPherson noticed several trees that were deceased along the Selma side of the Sunset and Vine apartments. MacPherson is reaching out to the property manager to see if the trees can be replaced.

3. Streetscape Update: Michael Pogorzelski said the committee would be looking at the possibility of purchasing solar power mini trash compactors to place throughout the Sunset and Vine BID at their next meeting.

C. Security Committee

1. Security Update: Fred Rosenthal reported that the majority of this month's meeting covered the recent enforcement efforts by LAPD on Hollywood Boulevard in relation to individuals caught blocking the sidewalk and loitering in the area. Craig Donahue asked if the committee could ask LAPD to look into the increase of prostitution that has occurred during the evening hours for the area between Sunset/Gower and Sunset/Bronson.

6. BID Renewal

A. Progress Report from BID Renewal Steering Committee

1. Report from BID Renewal Steering Committee: The next committee meeting will be taking place at 9:30 AM on Monday, July 19, at the Hollywood-Wilshire YMCA.

7. New Business

A. Emerson Project Update: Donahue reported that the college's new campus is currently scheduled to break ground on October 1, 2010.

8. Old Business

None

9. Report from Kerry Morrison

None

10. Next Meeting

The next meeting was scheduled for Tuesday, August 10, 2010 at 4 P.M. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 6:15 p.m.